

 **APFE2014**

第十届上海国际高功能薄膜展

The 10th International Highly-functional Film Expo

2014 5.20-22 上海世博展览馆
Shanghai World Expo Exhibition & Convention Center

同期举办
Synchronous Exhibition

第十届国际胶粘带/保护膜及光学膜展

The 10th International Adhesive tape Protective Films & Optical Film Expo



以薄膜创领未来

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全球领先高功能薄膜展，APFE2014将于2014年5月20日-22日在上海世博展览馆举办。从基础材料的产业应用到材料加工技术，APFE引领行业发展趋势，集中展示涵盖光学薄膜、塑料薄膜、聚酯薄膜、基材膜、ITO薄膜、PC薄膜、光学类保护膜等薄膜材料精密涂布机、分切机、贴合机、印刷机、拉伸机、挤出吹膜机等薄膜加工设备，薄膜检测、材料二次处理、辅助设备及配件等全方位产业技术，是您不能错过的行业展会。展会致力于推动功能薄膜各个领域的创新应用与加工技术的革新，汇聚全球领先的科研机构及产业制造领域的专家学者，是您提升市场竞争力及拓展全球市场的最佳平台。

APFE, the global leading exhibition for Highly-functional expo, is to be held in Shanghai World Expo Exhibition & Convention Center during 20-22 May 2014. From the industrial applications of basic materials to material processing technologies, APFE leads the development trend of the industry and focuses on exhibiting full range of industrial technology related to Functional Films, Processing equipment, Facilities & accessories etc. It is the trade show that you cannot miss. Committing itself to promoting the creative application of various Highly-functional and innovation of process technology, the exhibition collects the experts and scholars in the field of industrial manufacturing and from globally leading research institutions, and is the optimal platform for you to improve your market competitiveness and expand the global market.



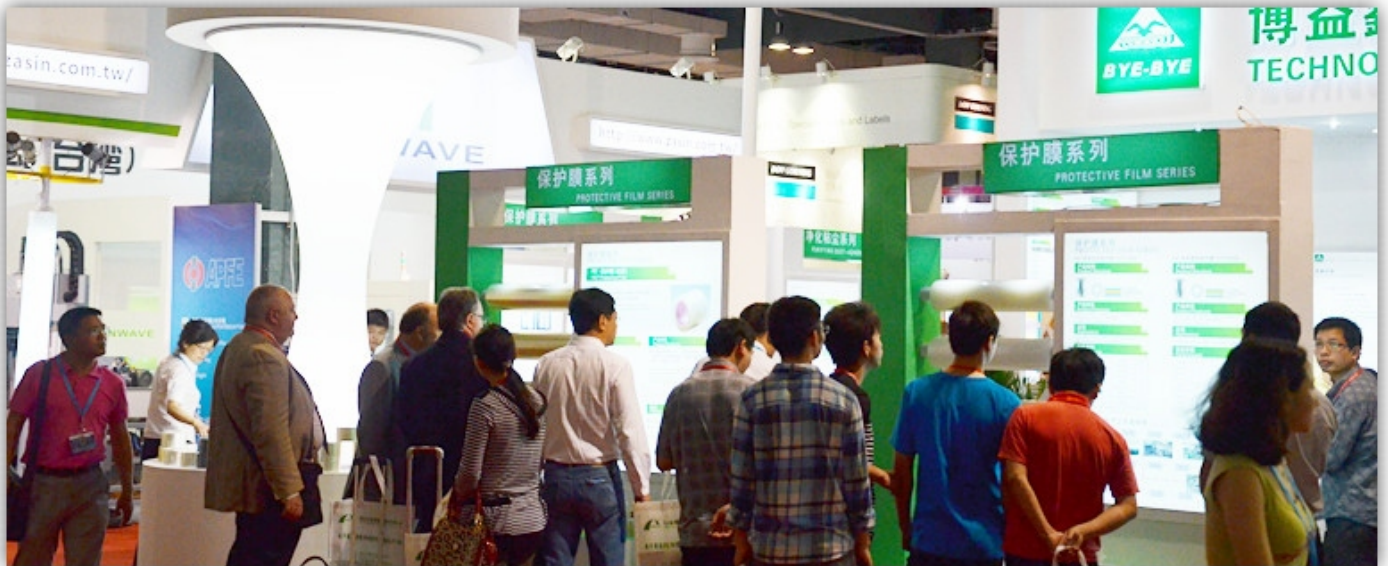
■ 来自十多个国家的300家展商,增长百分之二十
300 exhibitors from 10+ countries

■ 800余名会议观众
800+conference attendees

APFE2013上海展展会数据 Figures from 2013

■ 国外观众占百分之二十
20% foreign visitors

■ 来自三十多个国家的近25000名专业观众
25,000 visitors from 30+ countries



上海国际高功能薄膜展借助其在功能薄膜及加工领域的传统优势，通过九届的发展已经成为覆盖光学薄膜，功能性塑料薄膜，薄膜精密涂布与分切、薄膜拉伸与挤出等领域的薄膜产业大展，全面展示薄膜与加工技术的全产业链。

Thanks to its traditional strength in Highly-functional film ,9th of growth has made Highly-functional film expo an all-round platform penetrating the entire spectrum of the Highly-functional film industry, covering Optical Films, Plastic film, Coating, Cutting ,Extruder and Stretching.

展商评价 Exhibitor Assessment

88% 愿意2014年再次参展
88% would participate in APFE again in 2014

100% 认同国内最大薄膜展
100% largest film exhibition in China

85% 愿意推荐朋友参展
85% Recommend participate to business partners and associates

98% 愿意推荐朋友参观
98% Recommend visiting to business partners and associates

观众评价 Visitor Assessment

98% 愿意2014年再次参观
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100% 认同国内最大薄膜展
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观众来源 Visitor Structure

按工作性质 by Function

生产/制造 Manufacturing / Production	31%
采购 Procurement	26%
销售 Sales	16%
质量控制 Quality control	9%
科研 R&D	8%
服务 service	6%
其他 Other	4%

按行业 by Industry Sector

薄膜生产与销售 Film Manufacturers	35%
平板显示 FPD	21%
二次加工与销售 Processing Agencies	18%
新能源 New energy	8%
软包装 Flexible packaging	8%
食品/医药/化妆品 Food/Medical/Cosmetics	5%
其他 Other	5%



光学薄膜与功能性塑料薄膜 Optical Films & Plastic film

品牌企业 Brand enterprise



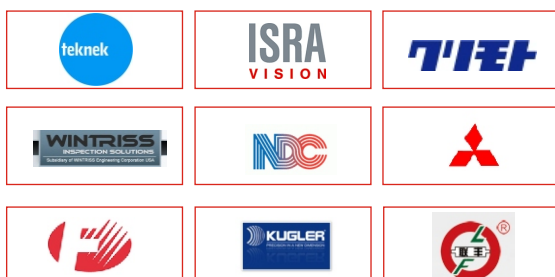
薄膜二次加工 Secondary Processing (涂布、分切、印刷)

品牌企业 Brand enterprise



薄膜成型技术与辅助设备 Forming

品牌企业 Brand enterprise



展示范围 Exhibit Range

功能性薄膜 Functional Films

- 背光模组用光学膜
Films for backlight module
- 触控面板用薄膜
Films for Touch Panel
- 功能性塑料薄膜
Functional Plastic films
- 光伏/锂电池隔膜
Films for Solar/ Battery
- 生物降解膜
Bio-degradable Plastic Films
- 基材膜
Base films
- 软包装薄膜
Flexible packaging films
- 光学级保护膜
Protective film
- 其他功能性薄膜
Other Functional Films

加工设备 Processing equipment

- 涂布机
Coating Machines
- 挤出机
Extruder Machines
- 分切机
Cutting Machines
- 卷绕机
Winder Machines
- 印刷机
Printing Machines
- 品检机
Checking Machines
- 覆膜机
Laminator
- 贴合机
Laminating machine
- 拉伸机
Stretching machines
- 模切机
Die-cutting Machines

系统装置及配件 Facilities & accessories

- 控制纠偏系统
Correction system
- 电晕机
Corona Machines
- 缺陷检测设备
Defect Inspection Systems
- 铸造设备
Casting Equipment
- 冷却/加热装置
Cooling Equipment
- UV固化装置
UV Irradiation Facilities
- 干燥设备
Drying Machines
- 废气装置
Waste Treatment Related
- 辊/滚轮
Rolls
- 刀具/卷芯
Cutting Tools Roll Cores

目标观众 Visitor Target Groups

- 电子
Electronics
- 平板显示
FPD
- 新能源
New energy
- 太阳能制造商
Solar Manufacturers

- 电池制造商
Battery Manufacturers
- 食品制造商
Food Manufacturers
- 药品制造商
Cosmetics Manufacturers
- 化妆品制造商
Cosmetics Manufacturers

- 薄膜制造商
Film Manufacturers
- 薄膜加工及代理
Film Processing Agencies
- 胶带/保护膜制造商
Tape, Protective films
- 服务机构
Service agencies



→ 参展费用 Exhibition Fee

- T区：国际展区USD 2800/展位/展期
T Zone: USD 2,800 per booth for international exhibition zone
光地(36m²起租)：国际展区 USD 280/m²/展期
Raw Space: USD 280 per square meter for international exhibition zone
- A区：国内展区 RMB 9800/展位/展期
A Zone: RMB 9,800 per booth for domestic exhibition zone
光地(36m²起租)：国内企业 RMB 1000/m²/展期
Raw Space: RMB 1000 per square meter for domestic companies



→ 展位配置 Booth Configuration

■ 标准展位 Standard booth

公司楣板、询问桌一把、折叠椅两把、射灯两盏、220V插座一个、铺满地毯、纸篓一个
1 front desk、2 folding chairs、2 spotlights、1 socket (220V)、Carpet、1 waste basket

■ 空地展位 Raw Space

主办方仅提供相应面积空地展位，不提供任何其他配置及辅助设施，自行布置展台的企业需要缴纳特装管理费，需要特殊用电的企业需要另外申请动力用电并缴纳相应费用。

The host will provide corresponding booth only, not any other configuration or auxiliary facility. Special administration expenses will be paid by the exhibitors renting raw space. Exhibitors who need electricity specially shall make a separate application and pay the related expenses.

→ 展位申请及注意事项 Application and Remarks

- 填写展位申请表并回传至我公司
Please fill in and return the application form our company
- 展位申请截止日期：2014年04月10日
Application Deadline: April 10, 2014
- 参展单位不得转租、转让展位，不得在展台以外发放宣传单
Exhibitors shall not sublease or transfer the booth to a third party or give out flyers outside the booth
- 双方同意如遇地震、战争、政令等不可抗拒因素导致的展会延期或停办，主办方有权不予退还参展费用，并拥有参展合同及相关条款的最终解释权
- Both parties agree that the host reserves the rights not to refund the exhibition fee in case of delay or termination of the exhibition caused by any force majeure such as earthquake, war or government decree etc, and retains the authority for final interpretation.

→ 广告合作 Advertisement

封面 Front cover	RMB30000	封二 Inside Front Cover	RMB18000	门票 Tickets	5000RMB/万	挂绳 Lanyard	10000RMB/期
封底 Back cover	RMB25000	扉页 Title page	RMB15000	参观证 Visit card	6000RMB/万	手提袋 Bag	5000RMB/千个
彩色内页 Color pages	RMB6000	黑白内页 Black and white inside page	RMB2000	参展证 Exhibitor Pass	15000RMB/期	拱门 Archway	6000RMB/期

→ 展览时间 Exhibition time

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2014年05月20日(星期二)：上午9:30至下午5:00
9:30-17:00, Tuesday, May 20, 2014
2014年05月21日(星期三)：上午9:00至下午5:00
9:30-17:00, Wednesday, May 21, 2014
2014年05月22日(星期四)：上午9:00至下午2:00
9:00-14:00, Thursday, May 22, 2014



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ZHENGYA EXPO | Zhengya Exhibition Co., Ltd.

上海富亚展览有限公司

Shanghai Fuya Exhibition Co., Ltd

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